

REDUCING VAPING HARMS – ACTION PLAN APRIL 2026 – MARCH 2027

Ambition: To reduce the harms of vaping in children and young people through evidence-based prevention, education, and early support. We aim to empower young people and the communities around them to make informed choices and create environments that reduce the risks of nicotine addiction.

A. Governance and Strategy	B. Ensuring educational resources are available for children and young people	C. Increasing awareness of vapes and associated products in professionals	D. Create a Rotherham where children and young people do not vape	E. Safeguard children and young people from the wider harms of vaping and tackle illicit supply and sales
1. Create a shared vision, plan, governance structure, and set of policies relating to vapes and associated products across Rotherham 2. Improve the availability and use of local data on tobacco use, exposure, and related health outcomes	3. Review current provision of educational materials for young people 4. Support the development of educational resources for young people	5. Ensure all professionals working with children and young people understand and have access to most up-to-date information 6. Ensure all professionals who work with children and young people can share intelligence about underage sales and illicit vapes	7. Challenge social norms about vaping in children and young people 8. Develop interventions to support children and young people who vape to stop	9. Safeguard children and young people from the wider social harms associated with vapes 10. Create a hostile environment for illicit vapes and underage sales through intelligence sharing 11. Tackle illegal activity including sale of illicit vapes and associated products and underage sales

BRAG Rating:	Complete	On track	Mainly on track with minor issues	Not on track with major issues
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Ref.	Action	Target completion date	Output	Notes
A	Governance and Strategy			
1	Create a shared vision, plan, governance structure, and set of policies relating to vapes and associated products across Rotherham			
1.1	To create a diverse collaborative group to focus on reducing the harm related to vaping and associated products	June 2026	Quarterly meetings chaired by Public Health Specialist	April 2026: Action complete. Group established, will continue to review membership.
1.2	Update and agree on Terms of Reference yearly – To ensure open, transparent & democratic group	September 2026	Terms of Reference reviewed and updated annually	April 2026: TOR shared with group in September 2025. Will review in September 2026.
1.3	Use Reducing Vaping Harms Group to facilitate regular information sharing and problem-solving sessions and improve coordination between partners	Ongoing	Quarterly meetings	April 2026: Quarterly meetings scheduled.
1.4	Review validity of Rotherham Position Paper on Vapes and update to align with emerging evidence and best practice	September 2026	Position Paper approved by Vaping Harm Reduction Group annually	April 2026: Rotherham Position Statement on Vapes updated and presented to the group. Will be shared with HWBB in September.
2	Improve the availability and use of local data on tobacco use, exposure, and related health outcomes			
2.1	Review Rotherham Schools' Survey questions about vape use. Explore opportunities to align with national, validated surveys to enable comparison.	April 2026	Annual review of Schools survey prior to survey and responses to consider resulting actions required.	April 2026: Questions reviewed for 2026 survey. Now include question about nicotine pouch use.
2.2	Review the findings of the Rotherham Schools' Survey vaping section	December 2026	Findings of the schools' survey to be shared with Vaping harms group annually	April 2026: Findings of survey will be analysed and presented at Dec meeting.
B	Ensuring educational resources are available for children and young people			
3	Review current provision of educational materials for young people			
3.1	Understand the current offer of content on vaping and associated products in schools, identify gaps	March 2027		April 2026: Content delivered in all schools unclear. Updated vaping resources circulated to support lesson planning. July 2026: Continued offer of training to schools to support integration of vape-free

				approaches and delivery of vape-related content. Coverage of schools dependent on availability of school staff.
3.2	Review existing guidance for schools to support delivery of vaping related content	June 2026		April 2026: Established that Rotherham-wide guidance was required for consistency across the borough. Training for staff offered to all secondary schools.
3.3	Develop and maintain guidance on vaping and associated products for schools	June 2026		April 2026: Guidance refreshed. Due to be published on RSCP website in May 2026. July 2026: Guidance published on RSCP
4	Support the development of educational resources for young people			
4.1	Develop a resource to support the delivery of vaping materials in school settings	September 2026	Publication of resource for schools	April 2026: Possible duplication of vaping resource . Vape free school offer developed to support whole-school approach July 2026: Training developed to support implementation of vape-free approach (building on Vaping resource referenced above).
4.2	Develop information offer for parents to ensure messaging is consistent with content delivered in schools	September 2026	Agreed approach for sharing information with parents established.	April 2026: For discussion at April meeting. July 2026: It was recognised that schools are a key source of information for parents - Template letter for schools to send to parents has been developed.
4.3	Work with children and young people to develop resources centring their voices	December 2026	Co-production activity with children and young people undertaken.	April 2026: Met with CYPF to scope potential opportunities for this. July 2026: SY project underway that will engage young people to share thoughts on the T&V Act – this will feed into future comms and resources

C	Increasing awareness of vapes and associated products in professionals			
5	Ensure all professionals working with children and young people understand and have access to most up-to-date information			
5.1	Communicate most up-to-date information and guidance pertaining to vapes and young people through all appropriate channels (to include schools, CYP service etc.)	Ongoing		April 2026: Ongoing action, information shared when it arises.
6	Ensure all professionals who work with children and young people can share intelligence about underage sales and illicit vapes			
6.1	Promote the Vape Guidance for schools with all professionals working with children and young people	Ongoing		April 2026: Ongoing action, guidance has been promoted at Senior Headteachers meeting and session for DSLs
6.2	Collaborate with professionals who work with young people (outside of schools) to develop appropriate intelligence sharing pathways	June 2026		April 2026: Met to discuss adapting vape guidance for out of school settings. Adapted guidance on track to be published by June. July 2026: Progress paused, will pick up in September 2026
D	Create a Rotherham where children and young people do not vape			
7	Challenge social norms about vaping in children and young people			
7.1	Work with schools to support the integration of vape-free approaches	March 2027		April 2026: Vape-free approach live in Aspire. Meeting scheduled with Swinton in June. July 2026: Training delivered at Swinton Academy. Trust-wide training scheduled for Inspire Learning Trust in September.
7.2	Monitor and evaluate the impact of vape-free approaches in schools	March 2027		April 2026: Action not yet started, will be complete by March 2027.
8	Develop interventions to support children and young people who vape to stop			
8.1	Review and share best practice to support young people to stop or reduce vape use	March 2027		April 2026: Options to introduce CYP Nicotine Cessation Worker in Community Smoking Cessation Service reviewed and progressed

				July 2026: Recruitment underway, on track for CYP worker to be in post by October 2026.
8.2	Develop a network of Harm Reduction Champions	March 2027	Harm reduction champions identified and regular meetings stood up	April 2026: Harm reduction champions identified in Aspire. Model to be replicated across the borough.
8.3	Ensure all Harm Reduction Champions are trained on Very Brief Advice (VBA) relating to vapes	March 2027	Training developed and delivered to all Harm Reduction Champions	April 2026: Training delivered to champions at Aspire. Model to be replicated across the borough.
E	Safeguard children and young people from the wider harms of vaping and tackle illicit supply and sales			
9	Safeguard children and young people from the wider social harms associated with vapes including criminal exploitation			
9.1	Increase awareness and understanding of the correlation between vaping and child exploitation for front line staff who work with children	Ongoing		April 2026: Safeguarding risks of vaping covered in staff training which has been offered to all secondaries. Also outlined in Vape Guidance July 2026: Training offer promoted to all secondaries, not yet delivered in all schools
9.2	Ensure that front line staff have knowledge of, and a working understanding of referral pathways for children at risk of exploitation via vape use.	Ongoing		April 2026: Safeguarding pathways routinely communicated to staff. Vape incident referral pathway outlined in Vape Guidance for Schools. Due to be published online in June. July 2026: Guidance (including incident referral pathway) has been published and circulated to all schools.
9.3	Ensure the safeguarding risks associated with vaping is understood, demonstrated and prioritised by all professionals who work directly with children.	Ongoing		April 2026: Safeguarding risks of vaping covered in staff training which has been offered to all secondaries. Also outline in Vape Guidance July 2026: Training offer promoted to all secondaries, not yet delivered in all schools

9.4	Ensure that emerging trends, data and current intelligence regarding vapes is a regularly discussed with School Leaders to disseminate and share current context with Vaping Harm Reduction Group e.g. Secondary Heads Meeting, Education Safeguarding Forum, Criminal Exploitation Tactical Group.	Ongoing		April 2026: Ongoing action.
9.5	Ensure relevant policies make explicit reference to vaping, ensuring it is treated with the same seriousness as smoking and other substance related risks.	Ongoing	Policy documentation should include clear expectations, rules and consequences around possession, use, and distribution e.g. Behaviour for Learning Policy, Safeguarding and Child Protection Policy, PSHE, Substance Misuse, Educational Visits and Health and Safety	April 2026: Ongoing action. Policies continue to be reviewed.
10	Create a hostile environment for illicit vapes and underage sales through intelligence sharing			
10.1	Utilise the Vaping Harm Reduction Group as a forum for intelligence sharing	Ongoing	Quarterly Vaping Harm Reduction meetings	Quarterly meetings scheduled.
10.2	Review intelligence sharing pathways to identify any gaps	Ongoing	Updates to be shared at quarterly meetings	Quarterly meetings to be utilised for intelligence sharing.
10.3	Monitor compliance with packaging and display legislation	Ongoing	Updates to be shared at quarterly meetings	Ongoing action: updates to be shared at quarterly meetings
10.4	Monitor compliance with age restrictions	Ongoing	Updates to be shared at quarterly meetings	Ongoing action: updates to be shared at quarterly meetings
11	Tackle illegal activity including sale of illicit vapes and associated products and underage sales			
11.1	Carry out regular seizures based on local intelligence	Ongoing	Regular operations carried out based on local need and reported to Vaping harms group.	Ongoing action: updates to be shared at quarterly meetings

				July 2026 – Ability to undertake regular seizures limited due to capacity in the TS team
11.2	Carry out targeted test purchasing operations and investigations of repeat offenders	Ongoing	Regular operations carried out based on local need and reported to Vaping harms group.	Ongoing action: updates to be shared at quarterly meetings July 2026 – Ability to support test purchasing operations limited due to reduced capacity in the TS team
11.3	Review hotspot areas and identify potential gaps in intelligence	Ongoing		Ongoing action: updates to be shared at quarterly meetings July 2026 - Currently face challenges in responding to intel due to reduced capacity in the team